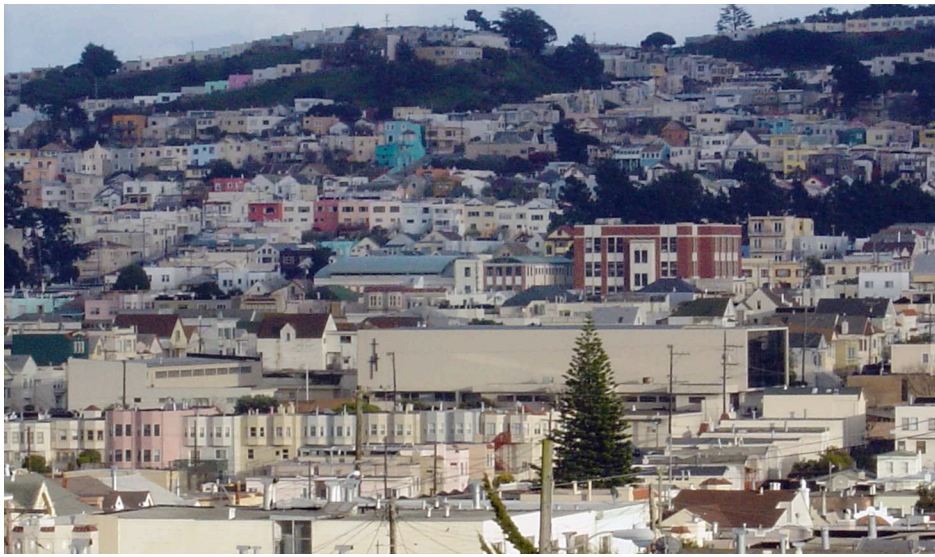
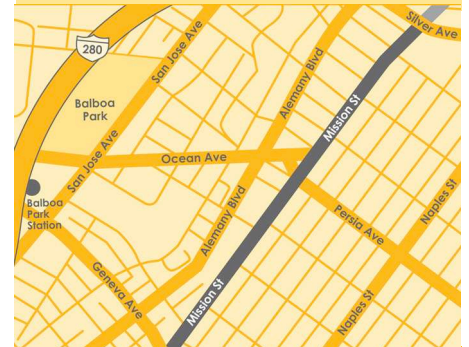


# Excelsior



## MISSION STREET: SILVER TO GENEVA

**ACCESSED BY:** Balboa Park BART station, 14-Mission Bus, 44-Geneva Bus, 29 Sunset bus, 43 Masonic, 52 Excelsior and 9 AX and 9 BX bus, Samtrans, and Interstate 280



## 1/2 MILE TRADE AREA ASSETS

**25,588**  
POPULATION

**6,697**  
HOUSEHOLDS

**\$68,583**  
MEDIAN HOUSEHOLD INCOME

**\$198,747,179**  
RETAIL SPENDING

## NEIGHBORHOOD INVESTMENTS

- Over 120 units of housing in the development pipeline
- Mission Street-Geneva Avenue Transportation improvements planned for 2008
- Greening of nearby Alemany Boulevard completed
- Completed renovation of Excelsior Branch of the SF Public Library with space for creative programming
- Annual Excelsior Festival with over 8,000 attendees

## SELECT RETAIL IN THE NEIGHBORHOOD

Citibank, Bank of America, Wells Fargo, Sterling Bank, EB Games, Safeway, Walgreen's

## CONTACT

Excelsior Action Group (EAG)  
Cristy Johnston  
415-585-0110  
cristy@eagsf.org

The Excelsior is a growing neighborhood situated between Balboa Park and McLaren Park. **Residents and business owners alike are fond of the small town feel in this residential enclave of a bustling city.**

Home to over 25,000 diverse residents, the neighborhood beams with multi-cultural pride. It is marked by streets named after international cities, reflecting the neighborhood's long history settled by immigrants from around the world. The Excelsior is also famed as the birthplace of Jerry Garcia, leader of the Grateful Dead. The McLaren park amphitheater bears his name and is the venue for the annual Jerry Day music festival.

With a concentration of families with children and provides abundant

educational and recreational opportunities for all ages.

The nine-block corridor of Mission Street, immediately south of Interstate 280, is the commercial heart of the neighborhood. **The Excelsior is best known to area residents for its vibrant produce stores and authentic restaurants including long-time establishments** Granada Café, Italian-American Social Club, and Joe's Cable Car Burger. Restaurants serve a range of international cuisine including Japanese, Thai, Chinese, Filipino, taquerias and Central American pupuserias. The area is also becoming known regionally for its stylish and affordable home furnishing stores.

